

**MSSNY Council Report**  
**Joshua M. Cohen, MD, MPH, Councilor**  
**Manhattan and the Bronx**  
**June 18, 2015**

**New York County Medical Society**

- É The Society congratulates Doctor Andrew Kleinman on completion of his successful presidential year, and looks forward to the leadership of new MSSNY President Joseph Maldonado, Jr., MD. The Society congratulates its own past president, Malcolm D. Reid, MD, MPP, on his election as President-Elect of MSSNY, and Zebulon Taintor, MD, as new president of the First District Branch.
  
- É The Annual Meeting of the New York County Medical Society was held on June 2nd at the Indian Consulate. The keynote presentation was on international health care delivery.
  
- É The Society's focus on membership is taking several different approaches:
  - ô The Society has been working with MSSNY leadership and staff to attract a large physician group that stretches across several counties. Negotiations are ongoing, but we are approaching it through presentation to the Board, key phone conversations, and working with several "white knights" in the group who are interested in our mutual success. The Society and MSSNY staff have been focusing on which education opportunities and benefits will be of particular interest. Leadership and staff of affected counties have been engaged in this effort.
  
  - ô The Society has been "wooing" an urgent care group since fall, including welcoming the CEO on lobbying visits with us and to special events that demonstrates the advantages of a group membership. We will be continuing to make an "in" person "pitch" in the coming months.
  
  - ô Through action of the Board of Directors, the Society is emphasizing ways to build relationships with other organizations — through joint programs, legislative events, and other initiatives. A group of Board members are specifically working on ways of expanding NYCMS's outreach initiatives to strategic groups, centers of influence, and associations for medical professionals in New York County.
  
- C The Society is trying to reach out to recoup some of the members lost when because of the ACA, it was unable to offer its small group health plan to solo practitioners. The Board is working to bring a professional employer organization (PEO) to its membership as a way of reaching out to those "lost" members and others.
  
- C Recognizing the importance of young physician membership to the future of our Society as the potential membership horizon for young physicians is considerable, we have sought to evaluate the impact of membership recruitment efforts on young physicians. Compared to this time in 2014, our Society's young physician membership has increased by 10%. We credit this increase to a number of initiatives directed toward engaging more young physicians. These include the following:

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MANHATTAN AND THE BRONX, JOSHUA M. COHEN, MD, MPH, COUNCILOR**

Reactivation of our Young Physician Committee and appointment to the committee of a variety of physicians from various specialties and length of time as members;

Innovative events targeted at Young Physicians including our Referral Rounds event – a speed dating type event purposed at helping young physicians build referral networks;

Nomination of young physicians to positions on our Board of Directors, Board of Trustees, and Executive Committee, providing avenues for leadership to young physicians and creating an environment attractive to potential new young physician members

É On June 2, the Society welcomed new officers: Michael T. Goldstein, MD, JD, President; Matthew Bonanno, MD, President-Elect; Scot B. Glasberg, MD, Vice President; Jessica J. Krant, MD, MPH, Secretary; and Wen Dombrowski, MD, Treasurer.

***Bronx County Medical Society***

We held our Annual Meeting of The BRONX COUNTY MEDICAL SOCIETY and New Officers Installation on Wednesday, May 20<sup>th</sup> at Portofino's Restaurant, City Island, here in the Bronx. Neil Herbsman, MD, President called the meeting to order and welcomed special guest Doctor Josh Cohen, our MSSNY Councilor and President of New York County Medical Society

We welcomed our New Officers who will begin their one-year term on June 1, 2015.

**OFFICERS AS OF JUNE 1, 2015**

PRESIDENT	Shervin Mortazavi, MD
PRESIDENT-ELECT	David M. Jakubowicz, MD
VICE PRESIDENT	Michael Pisacano, MD
SECRETARY	Realba Rodriguez-Iglesias, MD
TREASURER	Milton Gumbs, MD
IMMEDIATE PAST PRESIDENT	Neil Herbsman, MD
BOARD OF TRUSTEES CHAIRMAN	Sumir Sahgal, MD

About 35 members attended.

A Special Dinner Party was held on Wednesday, June 3<sup>rd</sup> In honor of, Neil Herbsman, MD our Outgoing President. [Portofino Restaurant](#), 555 City Island Ave, City Island, Bronx, NY Doctor Herbsman was presented with a special engraved "Gavel" In Grateful Appreciation for His Loyal & Devoted Service as President during the years 2014-2015, and was thanked by all for his service.